

The California Tech Advertising Rates

Thank you for your interest in advertising with *The California Tech!* We have recently updated our rates, they are as follows:

Ad Size (W x H)		General Rate	Alumni/Caltech Affiliates	ASCIT Clubs/Members
Quarter Page (5" x 7.5")	Black & White	\$75	\$67.50	\$37.50
	Color	\$125	\$112.50	\$62.50
Half Page (10" x 7.5")	Black & White	\$150	\$135	\$75
	Color	\$250	\$225	\$125
Full Page (10" x 15")	Black & White	\$300	\$270	\$150
	Color	\$500	\$450	\$250

If you would like *The Tech* staff to create your ad the rates are:

- Plain Text Advertisement - \$25
- Custom Graphic - \$100

Please submit the attached payment information form to the parties specified on the form, and your high resolution advertisement to tech@caltech.edu. Your email should contain: the size of the ad, the image of the ad (.pdf, .jpg, .gif, .png) if applicable, whether or not the ad is in B&W or in color, and contact information in case we have any questions regarding your advertisement or payment. *Payment must be received within 14 days of requested print date.*

Thank you for your support of *The California Tech!*

Credit Card Authorization Form

Advertisement in the California Tech newspaper

All information will remain confidential

Business Name for this Advertisement: _____

Company Billing Address: _____

Credit Card Type: **Visa** **MasterCard** **Discover**

We do not accept American Express

Credit card number: _____

Expiration date: _____ **Card ID# (3 digit)** _____

Amount authorized: _____ **On Date:** _____

Name of person to contact regarding this transaction: _____

Phone number: _____ **Email:** _____

Printed name of the credit cardholder: _____

Signature (electronic ok) of credit card holder: _____

I authorize the editors or representatives of the California Institute of Technology-“The Tech Newspaper” to charge the agreed amount indicated above to the credit card provided. I agree that I (we) will pay for this transaction in accordance with the issuing bank cardholder agreement. Initials: _____

Date of advertisement(s) _____

Send electronic form to tech@caltech.edu

Or mail to: Lorrie Yamazaki C/o “The Tech Newspaper”

1200 E. Calif. Blvd MSC 160-86 Pasadena CA 91125

Or Fax-626-395-5893